

ORDER



Orders
Order / Rev: 707366
Alt Order #: 06284296
Product Desc: OBAMA SKED A
Estimate: 1621
Flight Dates: 08/17/12 - 08/23/12
Original Date / Rev: 08/17/12 / 08/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/13/12	08/19/12	8	\$4,700.00	\$3,995.00
08/20/12	08/26/12	54	\$39,400.00	\$33,490.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	62	\$44,100.00	\$37,485.00	0.00
Totals	62	\$44,100.00	\$37,485.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	30%	\$44,100.00
Market	100%	\$147,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$1,470.00
WEWS	20%	\$29,400.00
WJW	28%	\$41,160.00
WOIO	19%	\$27,930.00
WUAB	2%	\$2,940.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKYC	08/20/12	08/23/12	Days of Our Lives	CM	1p-2p	MTWT---	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MTWT---		4			\$500.00		0.00				
N 2	WKYC	08/20/12	08/23/12	M-F 10-11a	CM	10a-11a	MTWT---	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MTWT---		2			\$250.00		0.00				
N 3	WKYC	08/20/12	08/23/12	Tonight Show	CM	1135p-1237a	MTWT---	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MTWT---		4			\$750.00		0.00				

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WKYC	08/20/12	08/23/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	MTWT---	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	3		\$500.00		0.00						
N 5	WKYC	08/20/12	08/23/12	Last Call Last Call w/Carson Daly	CM	135a-205a	MTWT---	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	2		\$300.00		0.00						
N 6	WKYC	08/20/12	08/23/12	M-F 2-3p Rachel Ray	CM	2-3p	MTWT---	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	3		\$300.00		0.00						
N 7	WKYC	08/20/12	08/23/12	M-F 3-4p The Doctors	CM	3p-4p	MTWT---	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	4		\$350.00		0.00						
N 8	WKYC	08/20/12	08/23/12	Early Today Early Today	CM	4a-430a	MTWT---	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	4		\$50.00		0.00						
N 9	WKYC	08/20/12	08/23/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWT---	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	3		\$500.00		0.00						
N 10	WKYC	08/20/12	08/23/12	M-F 430a-5a 430a News	CM	430a-5a	MTWT---	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	2		\$175.00		0.00						
N 11	WKYC	08/20/12	08/23/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWT---	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	2		\$700.00		0.00						
N 12	WKYC	08/20/12	08/23/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWT---	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	3		\$750.00		0.00						
N 13	WKYC	08/20/12	08/23/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWT---	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	2		\$1,000.00		0.00						
N 14	WKYC	08/20/12	08/23/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWT---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	1		\$1,200.00		0.00						
N 15	WKYC	08/20/12	08/23/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWT---	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	5		\$1,000.00		0.00						
N 16	WKYC	08/20/12	08/23/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MTWT---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	2		\$1,200.00		0.00						
N 17	WKYC	08/20/12	08/23/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWT---	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	MTWT---	4		\$550.00		0.00						
N 18	WKYC	08/20/12	08/23/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MTWT---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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N18	WKYC	08/20/12	08/23/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MTWT---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	MTWT---		1			\$3,000.00		0.00				
N19	WKYC	08/20/12	08/23/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWT---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	MTWT---		1			\$2,000.00		0.00				
N20	WKYC	08/20/12	08/23/12	Mon Prime A Mon Prime A	CM	8p-9p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$3,500.00		0.00				
N21	WKYC	08/20/12	08/23/12	Mon Prime B Mon Prime B	CM	9-10p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$2,500.00		0.00				
N22	WKYC	08/18/12	08/18/12	Sa-Su 10a-6p Weekend Rotator	CM	1030a-6p (1:00 PM-3:00 PM)	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S-		1			\$500.00		0.00				
N23	WKYC	08/18/12	08/18/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S-		1			\$950.00		0.00				
N24	WKYC	08/18/12	08/18/12	Sa-Su 10a-6p Weekend Rotator	CM	1030a-6p (3:00 PM-4:00 PM)	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S-		1			\$500.00		0.00				
N25	WKYC	08/18/12	08/18/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S-		1			\$500.00		0.00				
N26	WKYC	08/19/12	08/19/12	Golden Opportunities Golden Opportunities	CM	Golden Opportuniti-	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1			\$200.00		0.00				
N27	WKYC	08/19/12	08/19/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1			\$550.00		0.00				
N28	WKYC	08/19/12	08/19/12	Sun 1-2x Whacked Out Sports	CM	1x-2x (1:30 XM-2:00 XM)	-----S	:30	1	\$75.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1			\$75.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	NKYC	08/13/12-08/19/12	Sun 1-2x		1x-2x	(1:30 XM-2:00 X-	Su	:30	(\$75.00)	0.00	NM			
	Credited [Historical Unresolved Spot Clean Up]														
N29	WKYC	08/19/12	08/19/12	Indians Tonight Indians Tonight	CM	11:35-12:05xm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1			\$500.00		0.00				
N30	WKYC	08/19/12	08/19/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1			\$1,000.00		0.00				
													Totals	62	\$44,100.00